



www.wtkr.com

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
574803 /	07903317
<u>Product</u>	
Crossroads GPS	
<u>Contract Dates</u>	<u>Estimate #</u>
09/14/12 - 09/23/12	12/11/984
<u>Advertiser</u>	
Crossroads GPS	Original Date / Revision
09/13/12 / 09/13/12	
<u>Billing Cycle</u>	
EOM/EOC	Broadcast
<u>Station</u>	
WTKR	Account Executive Jamie Andrus
Sales Office Washington, D.C.	
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8433	12
<u>Product Code</u>	
	11
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
N 1 3	09/14/12	09/14/12	Newschannel 3 News		6-7am		:30			NM	1	\$675.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/10/12	09/16/12	-----F--		1					\$675.00			
N 2 3	09/17/12	09/23/12	Newschannel 3 News		6-7am		:30			NM	5	\$3,375.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/17/12	09/23/12	11111--		5					\$675.00			
N 3 3	09/14/12	09/14/12	CBS This Morning		7-9a		:30			NM	1	\$340.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/10/12	09/16/12	-----F--		1					\$340.00			
N 4 3	09/17/12	09/23/12	CBS This Morning		7-9a		:30			NM	5	\$1,700.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/17/12	09/23/12	11111--		5					\$340.00			
N 5 3	09/15/12	09/15/12	Early Show Saturday		9-11am		:30			NM	1	\$250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/10/12	09/16/12	-----S-		1					\$250.00			
N 6 3	09/22/12	09/22/12	Early Show Saturday		9-11am		:30			NM	1	\$250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/17/12	09/23/12	-----S-		1					\$250.00			
N 7 3	09/16/12	09/16/12	CBS Sunday Morning		9-1030am		:30			NM	1	\$1,345.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/10/12	09/16/12	-----S		1					\$1,345.00			
N 8 3	09/23/12	09/23/12	CBS Sunday Morning		9-1030am		:30			NM	1	\$1,345.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/17/12	09/23/12	-----S		1					\$1,345.00			
N 9 3	09/16/12	09/16/12	Face the Nation		1030-11am		:30			NM	1	\$1,345.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/10/12	09/16/12	-----S		1					\$1,345.00			
N 10 3	09/23/12	09/23/12	Face the Nation		1030-11am		:30			NM	1	\$1,345.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/17/12	09/23/12	-----S		1					\$1,345.00			
N 11 3	09/14/12	09/14/12	Price Is Right		11am-12n		:30			NM	1	\$1,010.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/10/12	09/16/12	-----F--		1					\$1,010.00			

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Contract Dates	Product	Estimate #
09/14/12 - 09/23/12	Crossroads GPS	12/11/984

Advertiser	Original Date / Revision
Crossroads GPS	09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays							Amount
N 12 3		09/17/12	09/23/12	Price Is Right	11am-12n		:30			NM	5 \$5,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/17/12	09/23/12	11111--	5						
N 13 3		09/14/12	09/14/12	Newschannel 3 News	12n-1230pm		:30			NM	1 \$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/10/12	09/16/12	----F--	1						
N 14 3		09/17/12	09/23/12	Newschannel 3 News	12n-1230pm		:30			NM	5 \$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/17/12	09/23/12	11111--	5						
N 15 3		09/14/12	09/14/12	NewsCha 3 News First @ 4p 358-5pm			:30			NM	1 \$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/10/12	09/16/12	----F--	1						
N 16 3		09/17/12	09/23/12	NewsCha 3 News First @ 4p 358-5pm			:30			NM	5 \$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/17/12	09/23/12	11111--	5						
N 17 3		09/14/12	09/14/12	Newschannel 3 News	5-530pm		:30			NM	1 \$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/10/12	09/16/12	----F--	1						
N 18 3		09/17/12	09/23/12	Newschannel 3 News	5-530pm		:30			NM	5 \$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/17/12	09/23/12	11111--	5						
N 19 3		09/14/12	09/14/12	Newschannel 3 News	530-6pm		:30			NM	1 \$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/10/12	09/16/12	----F--	1						
N 20 3		09/17/12	09/21/12	Newschennel 3 News	530-6pm		:30			NM	5 \$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/17/12	09/23/12	MTWTF--	5						
N 21 3		09/14/12	09/14/12	Newschannel 3 News	6-630pm		:30			NM	1 \$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/10/12	09/16/12	----F--	1						
N 22 3		09/17/12	09/21/12	Newschannel 3 News	6-630pm		:30			NM	5 \$6,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/17/12	09/23/12	MTWTF--	5						
N 23 3		09/14/12	09/14/12	7-730pm	7-730pm		:30			NM	1 \$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/10/12	09/16/12	----F--	1						
N 24 3		09/17/12	09/23/12	7-730pm	7-730pm		:30			NM	5 \$6,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/17/12	09/23/12	11111--	5						
N 25 3		09/16/12	09/16/12	Sunday Prime	7-8pm		:30			NM	1 \$6,630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/10/12	09/16/12	-----S	1						
N 26 3		09/23/12	09/23/12	Sunday Prime	7-8pm		:30			NM	1 \$6,630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/17/12	09/23/12	-----S	1						
N 27 3		09/14/12	09/14/12	Late News (M-F)	11-1135p		:30			NM	1 \$1,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:		09/10/12	09/16/12	----F--	1						
N 28 3		09/17/12	09/23/12	Late News (M-F)	11-1135p		:30			NM	5 \$7,550.00

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Advertiser	Original Date / Revision
Crossroads GPS	09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	11111--				5	\$1,510.00			
N 29 3	09/15/12	09/15/12		Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-				1	\$1,235.00			
N 30 3	09/16/12	09/16/12		Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S				1	\$1,235.00			
N 31 3	09/22/12	09/22/12		Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S-				1	\$1,235.00			
N 32 3	09/23/12	09/23/12		Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S				1	\$1,235.00			
N 33 3	09/14/12	09/14/12		Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/10/12		09/10/12	09/16/12	----F--				1	\$635.00			
N 34 3	09/17/12	09/23/12		Late Night with David Letterman	1135pm-1237am		:30			NM	5	\$3,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	11111--				5	\$635.00			

Totals 78 \$84,950.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	78	\$84,950.00	\$72,207.50
Totals	78	\$84,950.00	\$72,207.50

Signature: _____ Date: _____

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